

For immediate appointment

Content & Communications Officer

Location: London / Hybrid

Hours: Full-time / Permanent

Reports to: Membership Manager

Salary : £36,000 - £40,000 depending on experience

About Care England

Care England, a registered charity, is the leading voice of adult social care providers in England. Representing members who deliver care and support to over 120,000 people, along with a wide range of services, Care England supports those providing care for older people, individuals with long-term conditions, learning disabilities, mental health needs and autism.

As the collective voice of our members and the wider care sector, Care England champions a united, quality-driven and independent sector that prioritises choice, value for money and exceptional care standards.

Through policy development, advocacy, lobbying and stakeholder engagement, Care England works to influence decision-makers, shape public policy and ensure the voice of care providers is heard at the highest levels of government.

The Role

We are looking for a creative, proactive and hands-on Content and Communications Officer who enjoys producing digital content, telling compelling stories and helping organisations communicate their impact effectively.

This is not a strategic management role. We are looking for someone who enjoys creating and publishing content every day, someone who is naturally curious, highly organised and excited by social media, digital storytelling, short-form video, email communications and website updates.

You will work closely with the Membership and policy teams to turn sector news, policy updates, member stories, events and campaigns into engaging digital content across social media, email, YouTube and the Care England website.

A key aspect of the role will be helping Care England communicate the value and impact of its representative and advocacy work. The successful candidate will understand that effective lobbying, policy influence and sector representation often benefit the wider care sector,

including organisations that are not members. They will be able to create compelling content that demonstrates how Care England influences policy, protects provider interests and delivers value for members, particularly during periods of financial pressure, regulatory change and sector uncertainty.

The successful candidate will be a “doer” someone who takes ownership of producing content, spotting opportunities, filming short videos, creating graphics, writing captions, scheduling posts and ensuring Care England maintains a strong and consistent digital presence.

This role would suit someone who thrives in a fast-moving environment, enjoys creating content at pace and understands how to communicate professionally while keeping content engaging, accessible and impactful.

The role is hybrid. Regular attendance in the London office is expected at least once per week where practical. For candidates living outside a reasonable commuting distance, attendance once per month may be considered.

Key Responsibilities

Social Media & Digital Content

- Create, schedule and publish daily content across LinkedIn, X, Facebook, Instagram and YouTube.
- Produce engaging short-form content including graphics, reels, quote cards, carousels, video clips and YouTube Shorts.
- Write compelling captions, headlines and copy tailored to different platforms and audiences.
- Support live event coverage through social media updates, photos and short videos.
- Monitor sector news and identify opportunities for timely and relevant content.
- Help grow Care England’s reach, engagement and online visibility through consistent activity and high-quality content.
- Create content that helps explain complex policy issues, sector developments and Care England’s work in a clear and accessible manner.
- Identify opportunities to showcase the impact of Care England’s advocacy, policy influence and representation activities.

Video & Multimedia Content

- Film and edit short-form video content for social media and YouTube.
- Create explainer videos, interviews, behind-the-scenes content and event highlights.

- Work with internal teams to bring policy and membership work to life visually and digitally.
- Repurpose long-form content into shorter digital assets for maximum reach and engagement.
- Present short video updates for social media, providing commentary on sector developments, policy announcements and Care England activity.
- Conduct interviews with members, partners, policymakers and sector stakeholders.
- Support the delivery of webinars, online briefings and virtual events, including hosting, moderation and audience engagement.
- Develop video content that helps explain the value of Care England membership and the impact of collective representation.

Website & Email Communications

- Update website content regularly to ensure information remains current, engaging and aligned with social media messaging.
- Upload news stories, blogs, event information and member content to the website.
- Assist with creating and distributing email communications and newsletters.
- Ensure all communications maintain a consistent tone, style and brand identity.
- Work with colleagues to ensure key policy developments and organisational achievements are communicated effectively across all channels.

Membership & Sector Engagement

- Showcase the work and successes of Care England members through digital content and storytelling.
- Promote member benefits, events, resources and campaigns through engaging communications.
- Communicate the value of Care England membership by demonstrating the organisation's influence, advocacy successes and sector leadership.
- Develop content that demonstrates why membership is an essential investment during periods of financial challenge, regulatory change and operational pressure.
- Translate complex policy, representation and lobbying activity into clear, accessible content that helps members understand the impact of Care England's work.
- Work with the Membership and Policy Teams to identify opportunities to showcase how collective action and sector representation deliver tangible benefits for members.
- Support the wider organisation by helping communicate policy wins, sector challenges and positive stories from across social care.

Reporting & Organisation

- Track and report performance metrics across social media and digital channels.
- Maintain organised content calendars and scheduling plans.
- Keep up to date with digital trends, platform developments and content formats.
- Contribute ideas for improving audience engagement, membership communications and content performance.
- Duties and responsibilities may be subject to change based on organisational needs and at the discretion of management. The employee may be required to perform other related duties as assigned.

Person Specification

Must be eligible to work in the UK without restrictions

Skills & Experience – Essential

- Experience managing and producing content for professional social media accounts.
- Strong content creation skills across graphics, written posts and short-form video.
- Confident using Canva and/or other design software, and social media scheduling platforms.
- Experience creating content for LinkedIn, Instagram, Facebook, X and YouTube.
- Excellent written and verbal communication skills with strong attention to detail.
- Comfortable filming and editing short videos using mobile devices and editing apps.
- Experience updating website content using CMS platforms such as WordPress.
- Able to work independently and manage multiple tasks in a fast-paced environment.
- Experience translating complex information, policy issues or organisational activity into engaging content for a range of audiences.
- Strong interviewing and presentation skills.
- Confident presenting to camera and recording video content for social media and digital channels.
- Comfortable interviewing guests, facilitating discussions and hosting webinars or virtual events.
- Ability to explain complex topics clearly, confidently and engagingly.

Knowledge & Attributes – Essential

- A genuine enthusiasm for social media, digital communications and content creation.

- Creative, proactive and highly organised.
- A positive attitude with a willingness to get involved and produce content consistently.
- Comfortable working collaboratively with different teams and responding quickly to new developments.
- Strong understanding of how engaging digital content can improve visibility and audience engagement.
- Understanding of the communications challenges faced by membership organisations, trade associations, representative bodies or charities whose work benefits both members and the wider sector.
- Ability to identify and communicate the tangible impact of advocacy, policy and influencing activity.
- Comfortable acting as a visible representative of the organisation across digital channels and public-facing communications.
- Interest in public policy, stakeholder engagement and sector representation.

Desirable

- Experience working within a membership organisation, trade association, representative body, charity, public affairs organisation or policy-focused environment.
- Familiarity with the adult social care sector.
- Experience using tools such as CapCut, Adobe Premiere Rush or similar video editing software.
- Understanding of stakeholder engagement, advocacy, lobbying or membership value communications.
- Experience presenting webinars, podcasts, interviews or live digital events.

How to apply

Please send CV and cover letter to SayWee Tan at swtan@careengland.org.uk

Application deadline: 5 October.

This vacancy may close early should a suitable candidate be appointed before the closing date.